



JIM McDONNELL, SHERIFF

County of Los Angeles
Sheriff's Department Headquarters
4700 Ramona Boulevard
Monterey Park, California 91754-2169



April 1, 2015

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
Los Angeles, California 90012

Dear Supervisors:

**LOS ANGELES COUNTY SHERIFF'S DEPARTMENT
RECRUITMENT AND YOUTH OUTREACH PROGRAM**

The Los Angeles County Sheriff's Department (Department) would like to take the opportunity to share with you its collaboration with the Los Angeles Dodgers (Dodgers) and iHeart Media (iHeart Radio) in a Recruitment and Youth Outreach Program (Program) that will run through the 2015 Major League Baseball season.

As you are aware, the Department is launching a comprehensive local community recruitment effort to attract people from the local community that may be interested in a law enforcement career. This collaboration with the Dodgers and iHeart Radio is one of the many recruitment strategies that the Department will be undertaking.

By partnering with the Dodgers and iHeart Radio to advertise our ongoing recruitment, the Department will receive significant radio broadcast advertising time including: a 30-second commercial during each of the 162 Dodger games broadcast in English; a 30-second commercial during each of the 81 home games broadcast in Spanish; a 30-second commercial apart from the game to be aired a minimum of five times weekly on AM570 Radio (approximately 135 air spots); a "Deputy of the Game" broadcast featured during 81 of the games, and a Department web-banner on the AM570 website for the duration of the Dodgers' season.

The Program's youth outreach component will provide the Department with one million baseball cards that will be distributed to the youth in our communities. The cards will feature a Dodger player on the front and a portion of the back will feature a Department member, as well as recruitment information. Additionally, the Department will receive

A Tradition of Service

April 1, 2015

over 1,000 game tickets for distribution to youth programs, as well as 100 reserved youth spots in the Dodgers' skills clinic.

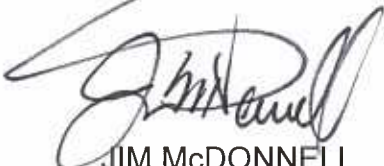
The Los Angeles Police Department is also engaging in a similar program, and both programs will be jointly announced in a pre-game press conference on April 7, 2015.

The estimated value of the various components of this Program exceeds \$350,000. Through corporate partnerships arranged by iHeart Radio, the cost to the Department is \$75,000.

The Department believes this Program is an excellent opportunity to showcase career opportunities, interact positively with the youth in the community, and most importantly, enhance recruitment efforts. We welcome your support of this effort.

Should you have any questions, please contact Captain Shaun J. Mathers, Sheriff's Information Bureau, at (323) 267-4801.

Sincerely,



JIM McDONNELL
SHERIFF